

Update for July 2024

Economic Development Committee

June continues with a buzz about the Sullivan Catskills being a culinary destination. The Kansas City Barbeque Society's sanctioned Backyard Barbeque held at Walnut Mountain was a success for the first year. Eleven teams participated from across the Northeast and plan on returning next year. Over 2,500 visitors attended with a beautiful day, music, vendors, chicken barbeque and more.

SCVA attended the Empire State Society of Association Executives in Albany meeting with State association planners for meetings, conferences, and Incentive travel with over 200 buyers and sellers in the MICE Market.

Unfortunately, June ended with a micro-site storm and ravaged several of our campsites in the Roscoe area. SCVA is confident that our campgrounds, with the assistance of the community, will be back up and running in no time.

FAST FACTS

According to the recently released data, 2022 traveler spending in Sullivan County reached a record high of \$892 million a 25.8 % increase over 2021's \$710 million in traveler spending. Since 2019 visitor expenditures increased 154.4 %. Were it not for tourism-generated state and local taxes, the average household in the county would have to pay an additional \$3,370 to maintain the same level of government revenue, already hard hit by the pandemic.

This boost has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2022, total tourism-generated employment registered 4,701 jobs, 16.3% of all jobs, according to Tourism Economics.

SCVA Activities for June

- **Met with Josh Deitchman about mural fest**
- **Discussion with Scott Conant for next year's Cuisine**
- **Sullivan Catskill Barbeque was a success**
- **Drag Me to the Catskills weekend in June**
- **Met with a developer interested in camping project**
- **Brand USA advertising**
- **Coordinate Media writers and influencers for month of June**
- **Tour of Monticello Motor Club to discuss their teen camp and new offerings**
- **Investigating several new advertising initiatives**
- **Further discussion on TV program, The Balancing Act promoting the Sullivan Catskills for fall and early winter**
- **Assisting several art and cultural venues with funding and marketing for the year.**
- **Working on summer TV campaign**
- **Dove Unveiling at Shrewd Fox**
- **Dove unveiling at Chickie Ribs and Family Foot Care**
- **Voted in Traveller - 100 the best of 2024 places to visit.**
- **Featured**

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Barbeque Meeting
- NYS DMO Meeting

Social Media & E-News

- Continue to utilize videos produced by our members to create short vignettes and Tik Tok placements to use on our social channels. Tik Tok and Instagram reels are seeing a lot of likes and comments.
- SCVA continues to work with our social media group Awestruck and Fisher Mears Associates to create and implement targeted marketing to the drive traffic within two hundred miles of the Sullivan Catskills
- In House Social media is seeing fantastic gains

Print and Digital Ads and Advertorials

- Catskill Confidential
- NY Life Magazine
- Passport August
- Chronogram July
- Gay City News (print, digital)
- NY Family July
- ROVA Magazine September

Editorials (International publications)

- Traveler-Voted top 100 places to visit in the world for 2024
- Sydney Morning Herald-Featured in "For your next trip to New York, add a weekend in the country too"

In Progress:

- Location shoots for Summer 2024 TV Ad (June 19 & 20)
- Happenings Magazine August Print and Advertorial Copy
- Catskill Mountain Magazine July Print ad and Advertorial Copy
- SC Democrat Catskills Confidential Ads – July – December
- Hoy en Sullivan Print ads – July– December
- SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
- Group Tour Magazine August Print Ad
- Group Tour Magazine November Advertorial
- Chronogram June Ad
- Edible NJ – May, August, and October ads
- Passport Magazine June ad
- RoadRunner Magazine – Fall Ad
- Travel, Taste & Tour Fall Print and Editorial
- Chronogram Fall/Winter Ad
- Visit Vortex Fall Ad

- Visit Vortex Winer Ad
- Brew Trail Map/Logo
- Outdoor Art Trail Logo/name
- Update Dove Trail Map
- Update Dove Trail Logo to Include Geo Tour

Catskill Cuisine 2024

To date in 2024, **Catskill Cuisine has received over 1.5 billion impressions (an ad value equivalency of over \$14M).**

In addition to robust regional coverage ranging from Eater NY to Hudson Valley Mag, we also secured back-to-back stories in both Forbes and Forbes Travel Guide to promote the event the week leading into the festival. The Celebrity Chefs were utilized for Q&As with two different editors on staff and the resulting coverage was widely syndicated throughout the regional drive market to build buzz and ticket sale interest leading into the weekend of the event.

We also successfully utilized the festival as a call-to-action to bring high-profile journalists into the destination to explore the Sullivan Catskills and inspire destination-driven story ideas. We designed individualized itineraries to propel multiple members forward and inspire several storylines.

Resulting Upcoming Coverage/High Interest:

- **Conde Nast Traveler** - a digital recommendation piece re: the Catskills, including a review on the Eldred Preserve *resulting from the inaugural Catskill Cuisine festival*)
- **Dossier** - Editor at large exploring several angles for this new online/print magazine with heavyweights from the former editorial team of Departures
- **AARP** - Reviewing angles with her editor
- **Westchester Family** - covering

Furthermore, as a result of visits secured for this year's festival, we are also exploring other potential angles with Forbes, Travel + Leisure, among others. We also secured high interest for Catskill Cuisine 2025 with the Third Hour of TODAY/Hoda & Jenna, among other interest for next year's event.

Run Date	Publication	Article Title	Journalist	Coverage Medium	Ownership	Impressions	Ad Value
29-May-24	Daily Gazette	Drag Me to The Catskills set to celebrate Pride Month and the art of drag in a weekend-long pride event	Editors	Online	TBD	315,154	2,915
29-May-24	ILoveNY	"Drag Me to The Catskills" Set to Celebrate Pride Month and the Art of Drag in a Weekend-Long Pride	Editors	Online	TBD	656,923	6,077
30-May-24	River Reporter	The Bradstan Boutique Hotel earns second TripAdvisor Travelers' Choice Award	Editors	Online	TBD	51,508	476
31-May-24	Travel Curator	This Upstate NY Wellness Retreat Evokes a Sense of Calm	Stacey Zable	Online	Core Creative	400,000	3,700
31-May-24	Hudson Valley Magazine	7 Spots for Fly Fishing in the Hudson Valley	Kayla Sexton	Online	TBD	118,234	1,094
31-May-24	Conde Nast Traveler	The Bradstan Boutique Hotel at The Eldred Preserve	Jessica Chapel	Online	Core Creative	5,788,863	53,547
1-Jun-24	USA Today Go Escape	Cool Catskills	Stacey Zable	Print	Core Creative	500,000	4,625
4-Jun-24	Travel Today	"Food & Beverage Insider" section	Mike Capetta	Online	Core Creative	10,000	93
4-Jun-24	The River Reporter	Pride at CAS	Editors	Online	TBD	51,508	476
5-Jun-24	WRRV-FM (Poughkeepsie, NY)	Hudson Valley's Most Interesting Place To Get A Drink Reopens	Editors	Online	TBD	300,399	2,779
6-Jun-24	Passport	LGBTQ Vacation Destinations in New York State	Editors	Online	TBD	164,000	1,517
7-Jun-24	Publishers Weekly	Deep Water Literary Festival Grows in the Catskills	Editors	Online	TBD	730,509	6,757
8-Jun-24	Hudson Valley Post	Hudson Valley's Most Interesting Place To Get A Drink Reopens	Editors	Online	TBD	810,346	7,496
9-Jun-24	Mid-Hudson News	Trout takeover Main Street in Livingston Manner - Mid Hudson News	Editors	Online	TBD	238,822	2,209
10-Jun-24	Staten Island Parent	The Ultimate Family Guide to Summer Fun 2024!	Editors	Online	TBD	15,637	145
12-Jun-24	River Reporter	Dragtastic Weekend with Divas and More	Editors	Online	TBD	51,508	476
18-Jun-24	The Weed Witch	Dispatch: Another Incredibly Easy Weekend Getaway in the Hudson Valley and Catskills	Carly Fisher	Online	Core Creative	2,360	22
18-Jun-24	Matador Network	"24 Adventures for Your Summer Calendar"	Jacqueline Kehoe	Online	Core Creative	1,019,706	9,432

PAID SOCIAL



META PAID SOCIAL

- In May, we saw 353,644 impressions (an increase of +94% YOY), 3,794 link clicks, and 997 event responses.
- Our top ad: Catskills Cuisine Event Boost, generated 134,056 impressions and 1,843 link clicks, and 803 event responses.
- All Catskill Cuisine Event Boost Stats:
 - Link Clicks: 2,242
 - Event responses: 803
 - Purchases: 7



Google Ads



GOOGLE

- Over 7,219 clicks (+257% YOY) were recorded from our Google campaigns in May with an average cost per click of \$0.48 far exceeding industry standards.
- The display campaign alone generated over 563,848 impressions (125% increase YOY) and 5,783 clicks (304% YOY) with an average CPC of \$0.12.
- We continue to see performance improvement across the board compared to the previous year due to our segmented targeted ad groups

OTT - CTV & DSP



CTV Impressions: 338,802

CTV Completion Rate: 96.88%

Conversions:

May 1 - May 31: 739

TOP Zip Codes:

- 11210
- 10312
- 17601
- 18301

Display Impressions: 253,275

Clicks: 181

Catskills Cuisine Page Conversions:

1,265

Top Performing Ads



Ad Name: Catskills Cuisine Event Boost
Campaign Name: Catskills Cuisine Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,060.04	134,056	1.37%	1,843



Ad Name: Geoffrey Zakarian Post Boost
Campaign Name: Geoffrey Zakarian Post Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$100.43	63,417	0.02%	10



Ad Name: Spring Ad V1 - Stays Focus
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$814.92	59,102	1.18%	700



Ad Name: Catskills Cuisine Reel Boost
Campaign Name: Catskills Cuisine Reel Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$325.00	40,809	0.43%	177



Ad Name: Catskills Cuisine - Concert Week Discounted Tickets Post - Boost
Campaign Name: Catskills Cuisine - Concert Week Discounted Tickets Post - Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$300.00	26,723	0.83%	222



Ad Name: Drag Me to the Catskills Event Boost
Campaign Name: Drag Me to the Catskills Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$85.07	15,212	4.07%	619

Top Performing Posts



Message: ☀️ Warm weather means Turtles are on the move looking for perfect nesting spots. Lend a hand if you see them trying to cross roads...

Impressions	Reach	Likes
7,266	5,881	564



Message: 🍷🍴 Catskill Cuisine 2024 was a smash hit! We loved celebrating the local food scene at @resortworldcatskills &...

Impressions	Reach	Likes
5,741	4,827	221



Message: Spring has sprung in the Catskills! 🏡 This weekend, Country House Realty is hosting a huge Open House Weekend with TWELVE...

Impressions	Reach	Likes
5,104	4,267	105



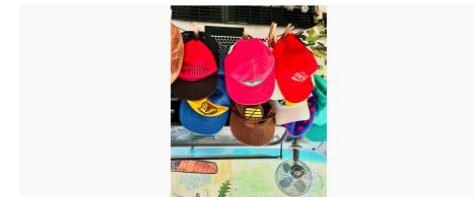
Message: A day at The Monster! 🏌️ Catskill Cuisine day 1 kicked off with a Golf Tournament at the newest course in The Sullivan Catskills...

Impressions	Reach	Likes
2,552	2,130	123



Message: 📸 Pics from the Stage Warming for Catskill Public Theater - a great new addition to our community located in Roscoe, NY! 🎭📸 SAVE...

Impressions	Reach	Likes
1,875	1,510	73



Message: We had a great time on Saturday at The Farmhouse Project Makers Market at The Barn on Hubbard! The market featured a curated...

Impressions	Reach	Likes
1,637	1,398	96

Top Performing Reels



Message: 🍷 Add Roscoe Mountain Club to your must visit list in The Catskills and come experience Chef Oscar Vargas' latest culinary...

Plays	Likes	Saved	Shares	Comments
5,029	155	21	103	9



Message: Start your engines, honeys! 🚗 We're going full throttle to the Catskills for a 🌟 Dragstravaganza weekend like no other. 🎉🎄 See...

Plays	Likes	Saved	Shares	Comments
4,758	174	16	107	12



Message: Feast your eyes on the Spring Tasting Menu from The DeBruce! Each course is a vibrant celebration of the season's finest ingredients,...

Plays	Likes	Saved	Shares	Comments
3,252	127	12	33	24

Top Performing Posts



Message: 🍷🍷 Catskill Cuisine 2024 was a smash hit! We loved celebrating the local food scene at Resorts World Catskills & Bethel...

Impressions	Clicks	Engagement
20,917	31,820	32,078



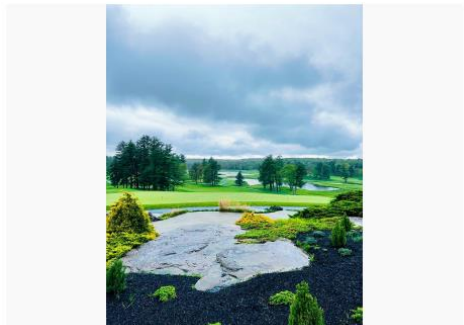
Message: We kicked off National Tourism Week with our annual Brochure Swap & BBQ! Local businesses gathered to share informational literature...

Impressions	Clicks	Engagement
14,509	11,006	11,117



Message: 🌞 Warm weather means Turtles are on the move looking for perfect nesting spots. Lend a hand if you see them trying to cross roads...

Impressions	Clicks	Engagement
18,617	6,256	6,917



Message: A day at The Monster! 🌟 Catskill Cuisine day 1 kicked off with a Golf Tournament at the newest course in The Sullivan Catskills The...

Impressions	Clicks	Engagement
8,535	6,289	6,267



Message: Looking for plans this Memorial Day weekend? Check out what is happening in the Sullivan Catskills! Click here for a full list of Parades...

Impressions	Clicks	Engagement
2,466	4,594	4,568



Message: 🎉 It's National Concert Week! Treat yourself to an unforgettable culinary journey This Weekend at Catskill Cuisine, tickets on sale for jus...

Impressions	Clicks	Engagement
28,108	2,002	2,122

FB ACCOUNT INSIGHTS

NOTES

- ORGANIC OUT PERFORMED PAID
- VERY STRONG MONTH OVERALL
 - 1 VIRAL POST
- THE AUDIENCE CONTINUES TO ENGAGE HEAVILY WITH LOCAL CONTENT
- THE MORE ATTENTIVE WE ARE TO LOCAL HAPPENINGS, THE BETTER OUR POSTS DO

CONTENT INTERACTIONS

Apr 2023

Content Interactions 2,600
reactions, saves, comments, shares and replies
Post engagements 17, 832
Engagement Rate 5.59%

Apr 2024

Content Interactions 8,100 **+212%**
reactions, saves, comments, shares and replies
Post engagements 83,192 **+366.6%**
Engagement Rate 9.48% **+69%**

REACH

Apr 2023

Accounts Reached 102,615
69,134 Paid
33,481 Organic
19,475 Followers
81,573 Non- Followers
Impressions 334,810
Profile Visits 2,484

Apr 2024

Accounts Reached 317,900 **+209%**
134,493 Paid **+94.54%**
196,401 Organic +486%
24,821 Followers **+27%**
292,760 3 Non- Followers **+258%**
Impressions 877,615 **+162%**
Profile Visits 6,364 **+156%**

GROWTH

Apr 2023

Net followers 60
Follows 79
Unfollows 19

Apr 2024

Net followers 150 **+150%**
Follows 197 **+149%**
Unfollows 47